



Article Side

New Web Hosting Services: How We Chose the New Names by [Clarke Thompson](#)

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If you've been reading our blog or browsing around our website lately, you probably know that we completely redesigned and relaunched a full line of web hosting services.

And since all of our web hosting services would be new and improved, we thought it was a good opportunity to rename them.

Easier said than done.

When you are thinking about names for Web Hosting services, it turns out the first issue is whether to call them Web Hosting services at all.

Web hosting is the traditional name for these services. A Web hosting company like EarthLink hosts the websites of its customers on their Web servers so they are always available online.

From the web hosting provider's perspective, the core service provided is the ongoing web hosting.

But from a customers point of view, it's the website they want. They don't necessarily know about hosting, they just know want to make a website for their business or personal use. They want to have a dot com website so that they can promote their services or sell their products.

Since we're a customer-first company, we decided that our web hosting plan names should focus on the customer need (website) instead of our behind-the-scenes role (web hosting). So all our do-it-yourself hosting plans feature the word Website.

We did not, however, want to sell ourselves short. There may be other places you can go to get a bare-bones website, but at EarthLink we believe in providing extra value and support to help ensure that when you get a website, it is a great experience and a complete success.

So, in addition to our reliable web hosting service, we offer our customers lots of extra free tools and features. What do you get with EarthLink?

First, we offer you a free domain name (e.g., YourBusiness.com) to help make sure your business is easy to find on the Web and easy to remember. Our free SiteBuilder with built-in webpage templates helps you create your own website quickly and easily. Our WordPress installer tool helps you add a blog to your website. Our Coppermine tool helps you add a photo gallery to your website. Announcer Pro helps you promote your site with email newsletters and email marketing campaigns. OneList is an SEO tool that helps you get your website found by search engines. Social Stream is a tool that helps you integrate and manage your Facebook, Twitter, and LinkedIn postings from one simple interface. Our CustomerSurvey tool helps you quickly and easily create online surveys so you can learn from your customers. MediaWiki helps you build your own online wikis to engage your customer base. We also provide robust business email capabilities, with 100 to 1,000 email addresses at your domain name, with automatic spam and virus blocking.

All that, plus more than 50 additional features.

To emphasize all the extra features and tools we add to basic website hosting, decided that the simplest way to convey that was to use Website Plus as the basis for our three do-it-yourself website hosting plans: the website plus and so much more!

Website Plus is the standard plan. Our Business Website Plus plan adds a mobile website and increased web marketing features. Our Ecommerce Website Plus plan adds even more marketing features and the ability to create an online store to sell products and accept credit card transactions.

Click over to our website to get all the details of our Website Plus hosting plans.

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web hosting service, web page hosting, web hosting provider, business web hosting, website hosting

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